

Health Communication Science Digest

Office of the Associate Director for Communication

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Amend, E., & Secko, D. M. (2012). In the face of critique: A metasynthesis of the experiences of journalists covering health and science. *Science Communication*, 34(2), 241-282. doi: [10.1177/1075547011409952](https://doi.org/10.1177/1075547011409952)
- ❖ Aschemann-Witzel, J., Perez-Cueto, F. J. A., Niedzwiedzka, B., Verbeke, W., & Bech-Larsen, T. (2012). Lessons for public health campaigns from analysing commercial food marketing success factors: a case study. *BMC Public Health*, 12. doi: [10.1186/1471-2458-12-139](https://doi.org/10.1186/1471-2458-12-139)
- ❖ Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205. doi: [10.1509/jmr.10.0353](https://doi.org/10.1509/jmr.10.0353)
- ❖ Campbell, B. B. (2012). A novel approach to educating men about preventative health in the digital age. *Journal of Mens Health*, 9(1), 45-50. doi: [10.1016/j.jomh.2011.11.006](https://doi.org/10.1016/j.jomh.2011.11.006)
- ❖ Campo, S., Askelson, N. M., Spies, E. L., & Losch, M. (2012). Ambivalence, communication and past use: Understanding what influences women's intentions to use contraceptives. *Psychology, Health & Medicine*, 17(3), 356-365. doi: [10.1080/13548506.2011.608432](https://doi.org/10.1080/13548506.2011.608432)
- ❖ Chapman, S., Jafa, K., Longfield, K., Vielot, N., Buszin, J., Ngamkitpaiboon, L., & Kays, M. (2012). Condom social marketing in sub-Saharan Africa and the total market approach. *Sexual Health*, 9(1), 44-50. doi: [10.1071/sh10165](https://doi.org/10.1071/sh10165)
- ❖ Chen, V., Banerjee, D., & Liu, L. (2012). Do people become better prepared in the aftermath of a natural disaster? The Hurricane Ike experience in Houston, Texas. *Journal of Public Health Management and Practice*, 18(3), 241-249. doi: [10.1097/PHH.0b013e31822d4beb](https://doi.org/10.1097/PHH.0b013e31822d4beb)



- ❖ Hill-Briggs, F., Schumann, K. P., & Dike, O. (2012). Five-step methodology for evaluation and adaptation of print patient health information to meet the < 5th grade readability criterion. *Medical Care*, 50(4), 294-301. doi: [10.1097/MLR.0b013e318249d6c8](https://doi.org/10.1097/MLR.0b013e318249d6c8)
- ❖ Hinnant, A., Len-Rios, M. E., & Oh, H. J. (2012). Are health journalists' practices tied to their perceptions of audience? An attribution and expectancy-value approach. *Health Communication*, 27(3), 234-243. doi: [10.1080/10410236.2011.578331](https://doi.org/10.1080/10410236.2011.578331)
- ❖ Hopfer, S. (2012). Effects of a narrative HPV vaccination intervention aimed at reaching college women: A randomized controlled trial. *Prevention Science*, 13(2), 173-182. doi: [10.1007/s11121-011-0254-1](https://doi.org/10.1007/s11121-011-0254-1)
- ❖ Kim, H. J. (2012). The Effects of Gender and Gain Versus Loss Frame on Processing Breast Cancer Screening Messages. *Communication Research*, 39(3), 385-412. doi: [10.1177/0093650211427557](https://doi.org/10.1177/0093650211427557)
- ❖ Lee, J. Y., Divaris, K., Baker, A. D., Rozier, R. G., & Vann, W. F. (2011). The relationship of oral health literacy and self-efficacy with oral health status and dental neglect. *American Journal of Public Health*, 102(5), 923-929. doi: [10.2105/ajph.2011.300291](https://doi.org/10.2105/ajph.2011.300291)
- ❖ Martinez, J. L., Latimer, A. E., Rivers, S. E., & Salovey, P. (2012). Formative research for a community-based message-framing intervention. *American Journal of Health Behavior*, 36(3), 335-347. doi: [10.5993/ajhb.36.3.5](https://doi.org/10.5993/ajhb.36.3.5)
- ❖ McHugh, J., & Suggs, L. S. (2012). Online tailored weight management in the worksite: Does it make a difference in biennial health risk assessment data? *Journal of Health Communication*, 17(3), 278-293. doi: [10.1080/10810730.2011.626496](https://doi.org/10.1080/10810730.2011.626496)
- ❖ Merrill, M. L., Taylor, N. L., Martin, A. J., Maxim, L. A., D'Ambrosio, R., Gabriel, R. M., Wendt, S. J., Mannix, D., & Wells, M. E. (2012). A mixed-method exploration of functioning in Safe Schools/Healthy Students partnerships. *Evaluation and Program Planning*, 35(2), 280-286. doi: [10.1016/j.evalprogplan.2011.11.003](https://doi.org/10.1016/j.evalprogplan.2011.11.003)
- ❖ Miller, L. M. S., & Bell, R. A. (2012). Online health information seeking: The influence of age, information trustworthiness, and search challenges. *Journal of Aging and Health*, 24(3), 525-541. doi: [10.1177/0898264311428167](https://doi.org/10.1177/0898264311428167)
- ❖ Ortega, E., Giannotta, F., Latina, D., & Ciairano, S. (2012). Cultural adaptation of the Strengthening Families Program 10-14 to Italian families. *Child & Youth Care Forum*, 41(2), 197-212. doi: [10.1007/s10566-011-9170-6](https://doi.org/10.1007/s10566-011-9170-6) (DOI failed. DocExpress.)
- ❖ Rady, M. Y., McGregor, J. L., & Verheijde, J. L. (2012). Mass media campaigns and organ donation: Managing conflicting messages and interests. *Medicine, Health Care, and Philosophy*, 15(2), 229-241. doi: [10.1007/s11019-011-9359-3](https://doi.org/10.1007/s11019-011-9359-3)
- ❖ Thrasher, J. F., Arillo-Santillan, E., Villalobos, V., Perez-Hernandez, R., Hammond, D., Carter, J., Sebríe, E., Sansores, R., & Regalado-Pineda, J. (2012). Can pictorial warning labels on cigarette packages address smoking-related health disparities? Field experiments in Mexico to assess pictorial warning label content. *Cancer Causes & Control*, 23, 69-80. doi: [10.1007/s10552-012-9899-8](https://doi.org/10.1007/s10552-012-9899-8)
- ❖ Van Gorp, B., & Vercruyse, T. (2012). Frames and counter-frames giving meaning to dementia: A framing analysis of media content. *Social Science & Medicine*, 74(8), 1274-1281. doi: [10.1016/j.socscimed.2011.12.045](https://doi.org/10.1016/j.socscimed.2011.12.045)



- ❖ Williams, A. D. (2012). Use of a text messaging program to promote adherence to daily physical activity guidelines: A review of the literature. *Bariatric Nursing and Surgical Patient Care*, 7(1), 13-16. doi: [10.1089/bar.2012.9999](https://doi.org/10.1089/bar.2012.9999)
- ❖ Yin, H. S., Dreyer, B. P., Vivar, K. L., MacFarland, S., van Schaick, L., & Mendelsohn, A. L. (2012). Perceived barriers to care and attitudes towards shared decision-making among low socioeconomic status parents: Role of health literacy. *Academic Pediatrics*, 12(2), 117-124. doi: [10.1016/j.acap.2012.01.001](https://doi.org/10.1016/j.acap.2012.01.001)

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